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FEINSTEIN CONTINUES TO LEAD THE PACK AND REPUBLICANS ARE NOW CONCERNED ABOUT WILSON.

The latest L.A. Times survey on what has turned into a very interesting contest for governor mirrors the most current Calif. Poll -- it shows former S.F. Mayor Dianne Feinstein holding leads over both Demo AG John Van de Kamp and Republican U.S. Sen. Pete Wilson in one-on-one matches. Against VdK, DiFi holds a 43% to 24% edge, with 33% undecided. And against Wilson, she has a 44% to 33% lead, with 23% undecided...

...Although the numbers AREN'T good news for either VdK or Wilson, they present less of a problem for Wilson -- for now. Nevertheless, the potential November battle of Wilson vs. Feinstein was on the minds of delegates at the GOP State Party confab in Santa Clara (Mar. 9 - 11). Nationwide, CALPEEK sources report GOP anxiety over the polling figures and RNC officials want to find out what's wrong. Calif. is the RNC's TOP PRIORITY for 1990...

...Part of the problem for Wilson's team is that DiFi's comeback is very new and they have yet to figure out the best strategy for dealing with Feinstein. For those with short memories, DiFi and Pete have had a very cordial working relationship over the years. In fact, Feinstein has a better rapport with Wilson than she has with Demo U.S. Sen. Alan Cranston...

...Wilson fought to help S.F. win homeporting rights for the battleship USS Missouri and he helped Feinstein by getting the army to turn over an old hospital for an AIDS treatment center. DiFi returned the favors by NOT endorsing fellow Demo Leo McCarthy when the LG attempted to upset Wilson's 1988 senate reelection bid. As for the present, DiFi and Wilson are in lock step on the death penalty and DiFi is a solid backer of Wilson's Speedy Trial Initiative...

...Given the similarities on some of these issues, it is easy to see why Wilson has more to fear from DiFi. This is why many CALPEEK sources say it is in Wilson's best interest to see Van de Kamp win the Demo primary. But here is where Wilson finds himself in an odd position. If he attacks Feinstein now, Demo voters may come to the conclusion Wilson is attempting to interfere in the Demo primary. It's a charge that DiFi can make without much loss in credibility...

...FYI: The data from the L.A. Times also confirms what political insiders have known for some time: Feinstein has CHARISMA. To the question, "Which candidate IS MOST DYNAMIC," DiFi gets 39%, Wilson 21% and VdK 11%. What does this mean? It's Snow White vs. Sleepy and Dopey. Stay tuned...

CAMPAIGN 1990: SURVEY DATA ON KEY ISSUES.

Editor's note: Both the L.A. Times and the S.F. based Field Inst. have released most of their polling data taken in mid-to-late February. Here is a quick rundown on data relating to 3 key ballot measures...

- SCA 1 appears on the June 5 ballot as PROP. 111. It is THE MOST IMPORTANT public policy ballot measure to face Calif. voters this year. Yet it appears to be in SERIOUS TROUBLE with voters. The most recent polling from the L.A. Times shows support at 36%, opposition at 49%, with 15% undecided. The Calif. Poll showed an even split, 46% each, with 8% undecided. Why is this proposal to reform the Gann Spending Limit and hike the gas tax in trouble? Some CALPEEK sources link the problem to Gov. George Deukmejian, who has been almost silent in speaking out in favor of this important ballot measure. It's not that he doesn't support Prop. 111 - he does. But he's not tak-

{Continued Next Page}

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ing the message to the voting public. This view is supported by the L.A. Times data. It shows only 16% with any real knowledge about Prop. 111. Lame Duck Duke had better wake up or he will be tagged as "Governor Gridlock" if Prop. 111 loses...

- Mention the word REAPPORTIONMENT and many voters fall asleep. And that's the conclusion in the latest Calif. Poll, where only 21% of those questioned have heard about either the Flynn (Prop. 118) or Huening (Prop. 119) remapping initiatives. Of the two, the Flynn measure has the most support with 65% in favor, 20% opposed and 15% undecided. The Flynn measure calls for a 2/3rds vote by the legislature to pass any new reapportionment plan. The Huening measure is supported by 45%, opposed by 37% and has an 18% undecided factor. The Huening plan sets up a blue-ribbon commission to draw new district lines. Some CALPEEK sources think the reason why Flynn has a lead over Huening is because the Flynn plan also sets up a Joint Legislative Ethics Committee and requires the CA Legislature to establish ethical standards...

CAMPAIGN 1990: SHUMWAY AND BROWN RETIRE.

Editor's note: The RETIREMENTS of U.S. Rep. Norm Shumway(R-Stockton) and Assemblyman Dennis Brown(R-Long Beach) have set off another round political musical chairs in Calif. Here is CALPEEK's update...

- 14th C.D. - This is Shumway's Central Valley/No. Calif. district that covers some 10 different counties. The leading contender is State Sen. John Doolittle(R-Roseville), who has already announced his intention to seek Shumway's job. He is the heavy favorite at this point, although he may not get a free ride. Shumway AA Jack Sieglock of Stockton is also eyeing the contest. And there are a few politically ambitious GOP county supes who may be looking things over. Nothing solid just yet. On the Demo side, Patricia Malberg of Lincoln had already signed up to run against Shumway. The 14th C.D. is safe GOP turf. And yes, the jockeying is already underway for Doolittle's senate job...

- 58th A.D. - This is the L.A./Orange County district of "Dr. No," aka Dennis Brown, the hardline conservative who was first elected in 1978. Brown's retirement announcement Mar. 5 took most Capitol and

political insiders by surprise. Those who are looking things over include Long Beach councilmembers Jan Hall(R) and Jeff Kellogg(R); former Long Beach Mayor/councilwoman Eunice Sato(R); Dr. Sy Alban(R); Huntington Beach Mayor Tom Mays(R); Joel Bishop(D), who had already signed up; and perhaps Long Beach community activist Luanne Pryor(D). Again, this is fairly safe GOP turf...

- 38th C.D. - In a one sentence statement, former Vietnam war hero Ron Kovic(D) said he would NOT challenge U.S. Rep. Bob Dornan, the conservative incumbent who in all likelihood would have turned the match into a real slaughter, with Kovic on the short end. As CALPEEK went to press Orange County Demos were scrambling to find a sacrificial lamb to take on the combative Dornan. Stay tuned...

ANALYSIS OF THE CALIFORNIA POLL: PART II.

Editor's note: In this report, CALPEEK examines the Calif. Poll results for State Treasurer, Secretary of State and Controller. We also have data from the L.A. Times most recent survey for Treasurer...

- STATE TREASURER - There are contested primaries for both Demos and Republicans, but of the two, most agree the more serious race pits incumbent GOP State Treas. Tom Hayes against ex U.S. Treas. Bay Buchanan, a hardline conservative. They have been battling one another for 12 months, with not much to show. They were deadlocked at 21% each in July; Buchanan held a 25% to 24% lead in October. Now Hayes has drawn out in front by a 6 pt. margin, 30% to 24%, with 46% undecided. It's probably the INCUMBENCY factor. In terms of name ID and IMAGE RATINGS, Hayes is known Statewide by 35%, with a 3.4 image rating. Anything 2.0 and above is considered good. Buchanan has 20% name ID, but her image score is 1.9...

...The L.A. Times shows Hayes with a bigger lead, 24% to 12% for Buchanan, with 63% undecided. In order to cut Hayes' lead, Buchanan has launched a \$50,000 month-long radio buy in So. Calif. featuring tv/radio commentator Bruce Herschensohn...

...On the Demo side, Kathleen Brown, sister of Jerry/daughter of Pat, now has an opponent, Compton City Treas. Wesley Sanders. Brown leads 31% to 14%, with 55% undecided. Considering that until recently she had the

field all to herself, Brown's showing isn't that impressive. And neither is her image rating, which is 1.9. She has modest name ID, 26%...

...In one-on-one match-ups, Brown has hardly moved from July of last year. She's still stuck at 31-32% against both Hayes and Buchanan. Hayes has dropped to 29% against Brown (from 30%), while Buchanan has inched up to 25% (from 23%). Undecided vote remains from 39% to 43%. Both Hayes and Buchanan defeat Sanders - Hayes by a 31% to 20% margin, while Buchanan has a tougher time, 24% to 22%...

● SECRETARY OF STATE - Incumbent Demo March Fong Eu will have to wait until after June to see whom she will face in November. The frontrunning Republican is L.A. Dep. DA Gordon Levy, who got 32%, vs. 22% for L.A. Councilwoman Joan Milke Flores, who just got into the race the day before the filing deadline. Therefore, sources are rather reluctant to draw any firm conclusions at the present time. But there's no doubt Levy is MUCH better known by GOP insiders. Levy MAY also have an advantage in ballot title, although that remains to be seen. In terms of name ID, Eu is known by 67% statewide, while Levy is at 21% and Flores is at 14%. In terms of image rating, Eu is in good shape at 5.1. Levy is at 2.0, while Flores has negatives, 1.3. Interestingly, last December Eu's image rating was 7.1...

...Against either Levy or Flores, Eu is a clear cut winner — 53% vs. 23% for Levy and 56% vs. 22% for Flores...

● STATE CONTROLLER - Neither incumbent Demo Gray Davis nor GOP challenger Matthew Fong have primary battles. When matched against one another, Davis gets 50% to Fong's 25%. Davis has 60% name ID and a very good 5.7 image rating. Fong has 15% name ID and a 2.0 image rating. Davis' name ID and image rating have remained constant over the last several months. Stay tuned...

SCAQMD ON AIR WITH ANTI POLLUTION SPOTS.

The So. Calif. AQMD is now on TV and radio with a first flight of anti-air pollution spots. The \$500,000 buy began airing Mar. 5 and will run to Mar. 26. Media/political consultant Steve Powell produced the spots for the AQMD...

U.S. REP. BATES COULD BE IN DEEP TROUBLE.

While charges of sexual harassment against U.S. Rep. Jim Bates(D-San Diego) filed by several former female staffers is really OLD NEWS, Demos are still very worried that Bates could be in very hot water come November, especially if the Republicans nominate Mr. Top Gun himself, Randy "Duke" Cunningham, a retired navy fighter pilot who was America's first ACE in the Vietnam war...

...Cunningham was recruited to run by U.S. Rep. Duncan Hunter(R-San Diego), who has put his campaign organization and his support behind this ex Top Gun instructor...

...Cunningham may not be the only GOP candidate in the primary. Others who have indicated an interest include businessman Eric Epifano; The Hon. Joe Ghougassian, a retired U.S. Ambassador to Qatar; retired federal Fire Capt. Kenny Harrell; and former city council AA/lobbyist Jim Lantry. Lantry is of interest because his wife used to work for Bates...

...The sexual harassment charges against Bates are expected to be a central part of the strategy to defeat this incumbent. The charges are documented in the official House Ethics Committee report. Quotes from the report were carried in the Chula Vista Star News last year. CALPEEK has read a copy of the newspaper account and it isn't rated "PG." It's "X" rated stuff all the way. That's why some Demos are trying to get Byron Georgiou to drop out of the 78th A.D. special to take on Bates. But Georgiou is playing hard to get. He may, he may not. Rumors, rumors...

...While the Demos are worried, the Republicans know they have a tough fight on their hands. As one GOP source told CALPEEK, "More incumbents die in office than are defeated for reelection."...

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TORRANCE VOTERS REJECT PLAN AIMED AT MOBIL.

Torrance voters overwhelmingly defeated a plan that would have forced Mobil Oil Corp. to retrofit its big refinery in L.A. Co.'s 3rd largest city. The Mar. 6 defeat of Prop. A was by a 14,000 to 5,000 vote margin, with about a 25% voter turnout - up from the normal 10% turnout. At issue was whether Mobil would be forced to stop using hydrofluoric acid, a dangerous and potentially deadly acid used to refine gasoline. Prop. A would have limited Mobil to keeping no more than 250 gallons of acid on hand at any one time. A massive explosion back in 1987, plus other accidents and deaths over a two year period, triggered the qualification of Measure A. Had it won, Mobil might have been forced to spend \$50-100 million to retrofit its Torrance refining plant...

...So it is no wonder that Mobil spent upwards of \$500,000 - a small price compared to the alternative. Mobil outspent the YES side by a 24-to-1 margin...

...And while Mobil did win this round in its war with the City of Torrance, it is by no means off the hook. The basic reason MOST city officials opposed Measure A was because they feared a huge lawsuit had #A passed. With #A no longer a factor, the City of Torrance can now go after Mobil for any future violations of safety or environmental codes with other legal actions...

TEXACO CEO KINNEAR AT COMMONWEALTH CLUB.

Texaco's Pres. and CEO, James W. Kinnear, will discuss "Energy and the Environment: Back to the Future?", 11:45 a.m., Mar. 16, Terrace Room, Fairmont Hotel, S.F. The speech is hosted by the Commonwealth Club of CA. For info (415)543-3353...

LATEST CALIF. VOTER REGISTRATION FIGURES.

For the first time in 56 years, the Calif. Democratic Party has less than 50% in voter registration Statewide. Of the 13,423,820 Calif. voters, 49.94% are registered as Democrats; 39.02% are Republicans; 8.97% are Decline-to-State; 1.17% are AIP; .36% are Libertarian Party; .34% are Peace & Freedom; and .20% are other smaller political parties. While overall the numbers are down for the Demos statewide, the party still has a voter registration edge in 45 of the State's 58 counties...

AG DICK THORNBURGH AT COMMONWEALTH CLUB.

U.S. Atty. Gen. Dick Thornburgh will speak to members of the Commonwealth Club of CA, 11:45 a.m., Mar. 23, Grand Ballroom, Hilton Hotel, S.F. Thornburgh's speech is titled, "Crime in the Suites." For info (415)543-3353...

CAMPAIGN 1990: STAFFING ALMOST COMPLETE.

Editor's note: Here is a brief report on some who's handling campaign chores in the various Statewide races. Some of the stuff isn't new, but hasn't got a lot of press notice so far...

- Bill Livingstone is aboard U.S. Sen. Pete Wilson's GOP gubernatorial staff as press secretary. He was on Wilson's DC staff. Loren Kaye is Wilson's director of issues & research; Johnnie Perkins is in charge of scheduling; and Rhonda Bentz is the Sacto office mgr...

- GOP AG candidate Dan Lungren has everything in place. Ken Khachigian is the lead consultant; Don Ringe of D.C. is the media consultant; Dresner, Sykes will handle the polling; Joe Rodota is research director; and Kimberly Williams and Nicola Halcomb are in charge of fundraising...

- Demo State Treasurer candidate Kathleen Brown has a campaign office at 8075 W. 3rd St., Ste. 402, L.A. 90048 (213)930-1145. Brown has hired Beverly Thomas to run the daily operation. Thomas' firm of Unger/Thomas doubles as fundraising consultants. Rose Sloan is research director; Laura O'Rourke handles scheduling; and Jennifer Openshaw is press secretary. Polling is handled by D.C.-based Greenberg-Lake (The Analysis Group), while media for the Brown campaign will be handled by Greer, Margolis, Mitchell & Assoc., also based in D.C., with a new office in L.A...

- Demo Insurance Comm. candidate State Sen. John Garamendi's campaign is in its infancy so he hasn't hired any consultants as yet. Rosemary Delfino is handling daily coordinating chores out of Garamendi's Sacramento campaign office (916)446-6881...

